



“In to Win” Northamptonshire’s Food Waste Incentive Scheme

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Northamptonshire Waste Partnership:

- Seven Waste Collection Authorities and the Waste Disposal Authority in Northamptonshire:

“working together to manage waste in a sustainable manner
to meet the current and future needs of the
Northamptonshire Communities”

- Partnership working on waste since 1996.
- Regular meetings of officers and elected representatives.
- EO works on behalf of everyone, managing the partnership and supporting the work of member authorities.
- Food waste is something we have done lots of work on in recent years.



Tackling Food Waste In Northamptonshire:

- Waste compositional analysis work done in 2011 showed that 35% of household waste collected in Northamptonshire was kitchen food waste. That's around 65,000 tonnes a year in Northamptonshire alone!
- **Avoidable Food Waste** – food which could have been eaten
- **Unavoidable Food Waste** – tea bags, peelings, bones, fruit cores etc.

The NWP have projects in place to tackle both unavoidable and avoidable food waste.



Avoidable

- Supporting and publicising the national campaign Love Food Hate Waste.
- Providing information on our website on how to reduce food waste and save money on shopping.
- Hand out promotional materials such as spaghetti and rice measurers, freezer bag clips, measure all jugs.
- Leftovers cookery and recipe competitions in schools.



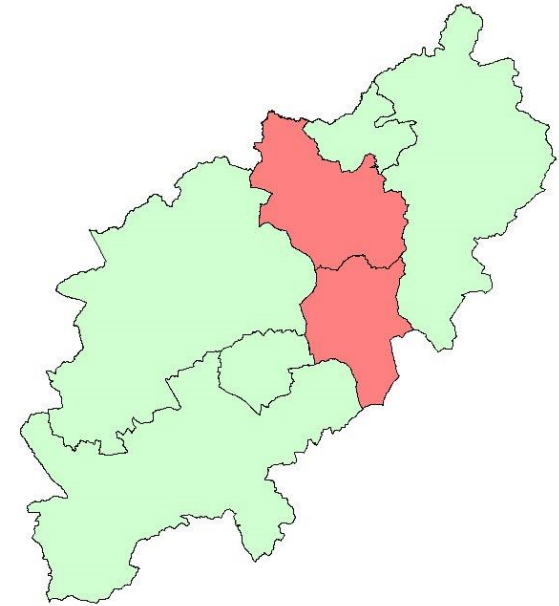
Unavoidable

- Making inexpensive home composters available to our residents to encourage home composting.
- Over 35,000 sold to Northants residents to date.
- Home composting advice on our website.
- Offering food waste collections from the kerbside.

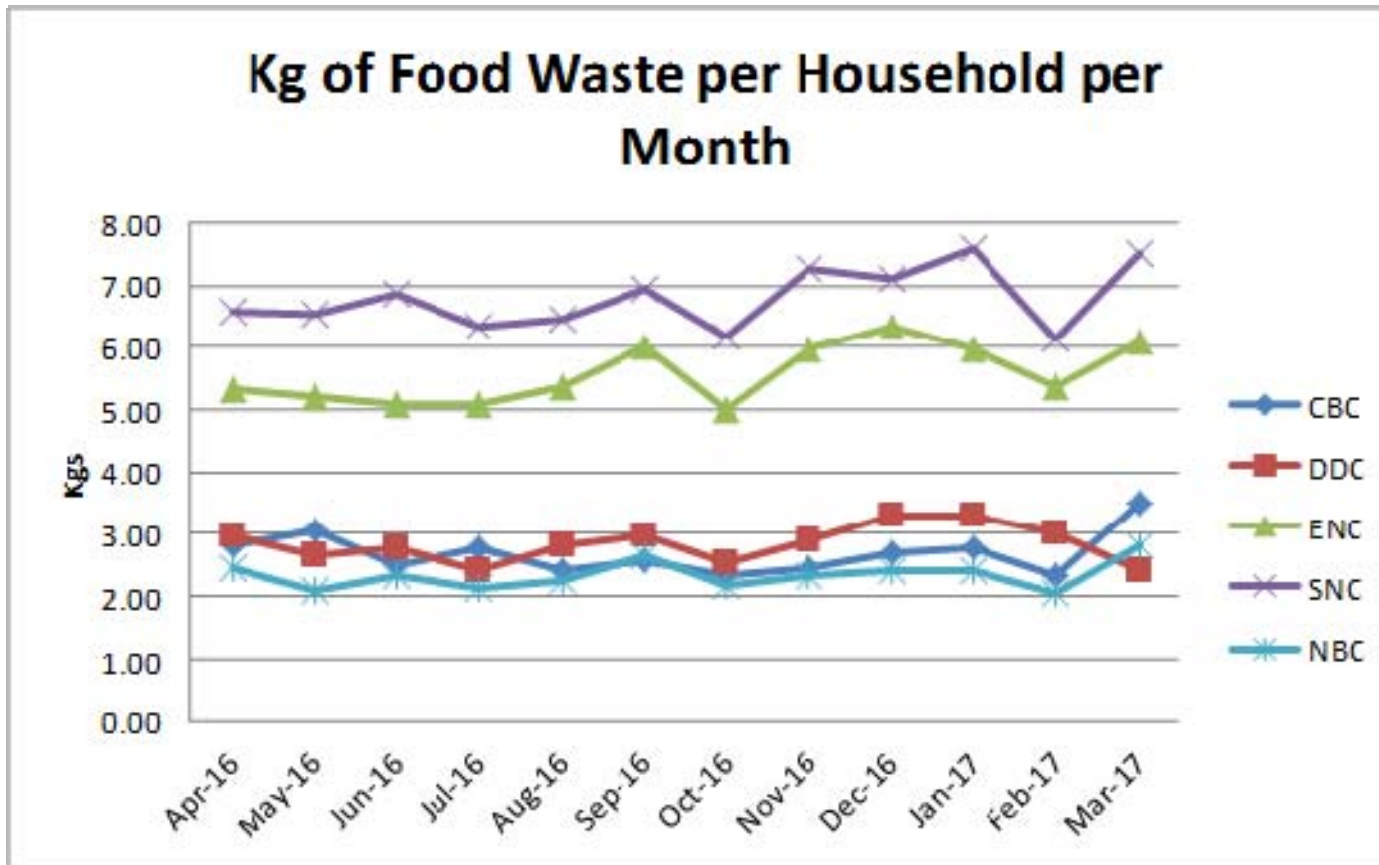


Food Waste Collections In Northamptonshire

- Offered in 5 of the 7 local authority areas in Northamptonshire.
- 225,000 households eligible out of a total of 306,000 households (74 % of county).
- Weekly collection from a 23 litre outdoor food waste caddy. Smaller 5 litre caddy provided for the kitchen.
- No liners provided other for promotional activities
- 10,000 tonnes of food waste collected in 2016/17



Kg Food Waste Per Household



Measures to enhance performance:

- Project with WRAP in Corby and Daventry to explore the reasons why people don't take part. Provided trial areas with free caddy liners, bin stickers on their black bin and information leaflets. Participation increased 18 % in Corby and 23 % in Daventry.
- Yellow "No Food Waste Stickers" across the county. Food waste increased 17 % in South Northamptonshire.
- Caddy liner joint procurement with Oxfordshire County Council.
- In to Win Incentive Scheme.



In to Win

- Fully funded from a grant from DCLG's Recycling Rewards Fund, 2015.
- £168,000 to spend over 3 years.
- Food Waste Incentive scheme introduced to 4 areas of Northamptonshire collecting food waste.
- Staff from with NCC's Waste Education Team employed to devise and run the scheme.
- Set up our own dedicated website - www.feedyourcaddy.co.uk



How Does It Work?

- Residents are encouraged to register on the website
- Once registered they are sent a registration pack through the post which contains:
 - A leaflet detailing how the scheme works
 - A leaflet from their own council about the full range of recycling services offered
 - An “I’m In “sticker for their food waste caddy
 - First 1000 sign ups received a food waste tea towel.



Advertising Methods



How does it work cont....

- Registered addresses kept on a secure spreadsheet.
- Each month, 5 addresses picked at random from each area.
- Addresses sent to each authority to monitor participation over a month.
- Address with highest participation is declared the winner.
- Prizes are all vouchers or experiences from local businesses to the value of £30.
- Regular newsletter sent to each email address collected with news of winner and other waste info.

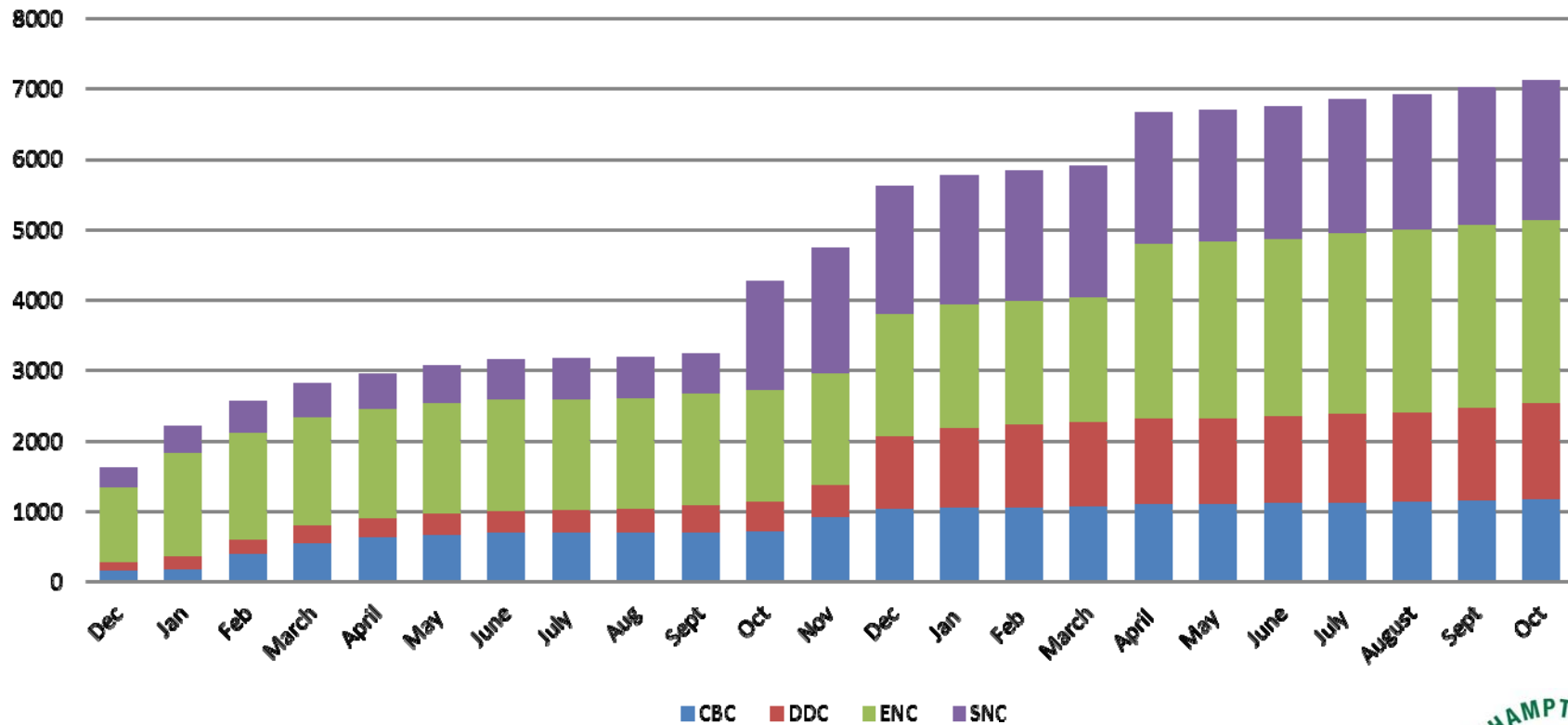


Prizes



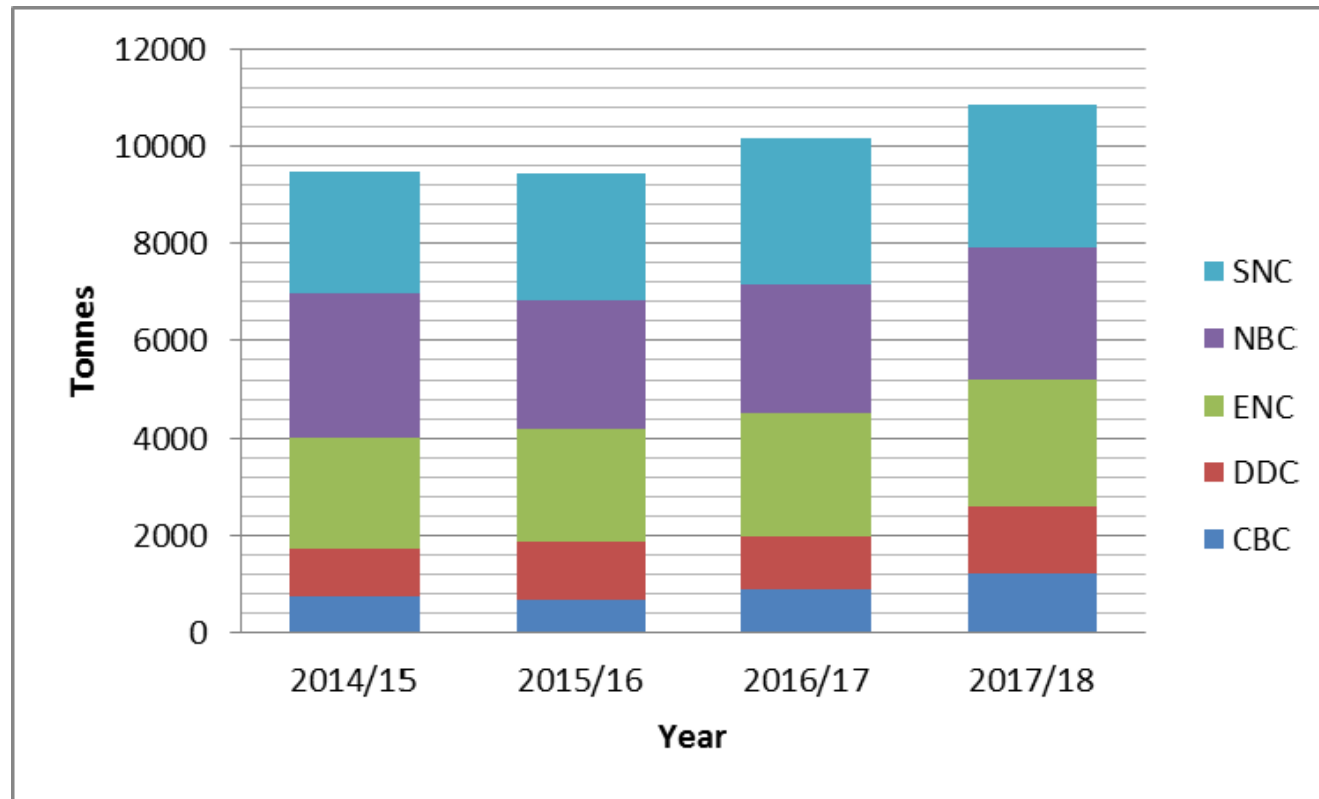
Results

Number of Households Registered on In to Win since Launch (Nov 2015)



Performance

Tonnage of Food Waste Collected by Authority per year



Results....

- 7,200 households now signed up to the incentive scheme.
- The amount of food waste collected in the schemes has increased year on year since the work started.
- Now collecting 1,500 tonnes more food waste than before launch – a 24 % increase.
- Saving around £90,000 per year in waste disposal costs.
- Knock on effect on dry recycling which is up 7 %.



Successes

- Team run a duplicate scheme in Warwickshire, using same website and back office system
- Two other local authorities interested in joining in
- Shortlisted for a National Recycling Award
- Shortlisted for a CIWM Sustainability & Resource Award



Thank you!
Any Questions?

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www.feedyourcaddy.co.uk

www.recyclefornorthamptonshire.co.uk

 @RecycleNptshire

 Recycle for Northamptonshire

